Job Description

Communications and Events Executive

Organisational Context:

Action Foundation is an award winning charity started by City Church Newcastle that provides opportunities for migrants to overcome their exclusion, isolation and poverty. This is currently expressed by providing; accommodation and support for new refugees at risk of homelessness (Action Letting), people who are destitute and have been refused a claim for asylum in the UK (Action Housing/Hosting/Access) as well as community ESOL classes (Action Language) for any migrant unable to access mainstream English classes. We are also just about to start two weekly drop-in's (InterAction) in Newcastle to support isolated migrants in need of connection to others socially as well as to key services to support their orientation, integration, independence and resilience.

The charity currently delivers its services from premises in Newcastle and Sunderland, with housing across Tyne and Wear. However, we also deliver contracts and support other organisations providing similar services throughout the North East region. Having been established for 10 years the charity has grown to support over 1,000 people a year with over 200 volunteers, 20+ staff and a turnover of £1m. However, our vision is to continue to grow our work and partner with others to ensure that every migrant in the North East has access to affordable and appropriate accommodation and the support required to successfully integrate into the community or make informed choices about their future.

Job purpose:

To increase awareness of and support for the work of Action Foundation with all stakeholders by contributing to and leading on the development and implementation of a comprehensive communications and events strategy. It is expected that this will result in greater engagement with Action Foundation through increased; volunteering in our projects, giving (financial and gifts in kind) from new and existing individual supporters / organisations, and influence / opportunities to sustain and develop our work.

Key deliverables:

- Develop and deliver a communications strategy working with staff, volunteers, beneficiaries and other supporters / stakeholders including;
    - research and write the content for a monthly e-newsletter to be emailed to our database of supporters including, for example; client, volunteer and staff stories (with appropriate consent gained), project and charity updates, event and fundraising information, topical sector developments, etc.
    - co-ordinate and write weekly social media content to increase following
    - regular updating the charity's websites as appropriate
    - gaining increasing positive media coverage and managing all media relations
    - the writing, production and dissemination of promotional literature including an annual impact report
    - the organisation of high-quality photographic recording of key events and activities
    - working with film makers to produce powerful films and animations as appropriate
    - managing our database of contacts and supporters, inputting new contacts, cleansing existing contacts as appropriate and ensuring GDPR compliance
    - Analyse and report on coverage gained and impact made (where possible)

- Providing case studies, stories of impact and other content as requested for funding applications and/or progress reports or other presentations and reports, working closely with all staff, volunteers, beneficiaries and partners.

- The development, co-ordination and management of a programme of awareness raising and other events including;
  - an annual end of year celebration event for all stakeholders
  - project specific launch or other events as requested by other staff as agreed
  - encouraging and supporting community events led by supporters

  Note: The Fundraising and Grants Officer will lead on events that have a primary focus on fundraising such as recruiting and supporting competitors for the Great North Run

- Attend appropriate training and events as appropriate and carry out any other reasonable duties as may be requested by your line manager

Line manager: Chief Executive Officer

Hours: 35 hours per week (full-time) although may consider part-time / flexible working

Salary: £20,047 - £22,623 + 6% pension contribution

Contract: Permanent following a six-month probation

Personal Specification/Key Competencies:

The ideal candidate will have knowledge and experience of the following:
- A track-record of dynamic and creative writing to raise awareness or report on issues or events
- An ability to effectively present research using both quantitative and qualitative information
- An eye for identifying stories and an ability to sensitively interview vulnerable people
- Planning and co-ordinating other staff and volunteers to deliver events
- Gaining good public relations and media coverage including on social media
- Working with designers and film makers to produce printed, on-line and film content
- Practical experience of using CRM databases
- Supporter development (desirable)
- Knowledge of the voluntary / refugee sector (desirable)

The ideal candidate will have the following skills and abilities:
- Strong and effective oral and written communication skills
- Excellent IT and numeracy skills
- The ability to analyse and present financial and other data effectively
- Prioritise, multi-task and work well under pressure
- Work effectively in a team environment and establish strong working relationships
- Follow procedures and guidelines, but with the capacity to take initiative where appropriate
- Strong organisational skills and an ability to work to deadlines
- Proactive and able to use own initiative whilst maintaining strong lines of communication with the line manager
- A friendly and approachable personality with a willingness to learn

Other:
- A commitment to the aims and objectives of Action Foundation and genuine desire to support excluded asylum seekers, refugees and other migrants
- Supportive of our ethos and values – see www.actionfoundation.org.uk/ethos/
- This post will require the taking up of two references